

- 17 (2) selecting [some] data and [communicating] incorporating said selected data in one or more control instructions;
- 18 (3) transmitting one or more second signals containing said unit of mass medium programming and said one or more control instructions;
- 19 controlling a receiver station on the basis of said transmitted one or more second signals, said second step of controlling comprising the steps of:
- 20 (1) receiving some of said unit of mass medium programming and said one or more control instructions; and]
- 21 (2) communicating [some] data detected [at said receiver station] in said one or more signals selectively to one of a processor [or] and a storage [location] device; [and]
- 22 (2) storing data applicable to said unit of mass medium programming; and
- 23 (3) presenting said unit of mass medium programming and some supplementary output information content applicable to said unit of mass medium programming at one or more output devices; and
- 24 controlling a receiver station on the basis of said transmitted one or more second signals, said third step of controlling comprising the steps of:
- 25 (1) inputting information of the reaction of a subscriber to a presentation of at least one of said unit of mass medium programming;

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programming[; and information supplementary to said unit
of mass medium programming;

- (2) generating [some] output information content by processing said
inputted information of the reaction of a subscriber; and
(3) outputting said generated output information content.

6 Please add the following claim(s):

~~SUO C1~~ 3. The method of claim 2, wherein said generated output information

~~8~~ content is outputted to a transmitter, said method further comprising the step of
~~9 13~~ transmitting said generated output information content to a remote receiver station.
by transmitter? *same as rec'd?*

~~10 1~~ 4. The method of claim 2, wherein said generated output information

~~11 1~~ content is outputted to a user, said method further having at least one step from the
~~12 3~~ group consisting of:

~~B2C4~~ displaying said generated output information content at a video monitor;

~~C14~~ selecting sound to emit on the basis of said generated output information

~~15 6~~ content; and

~~16 7~~ printing said generated output information content.

~~17 1~~ 5. A method of processing signals in a network, comprising the steps of:

~~18 2~~ (1) receiving a first signal at a transmitter station;

~~19 3~~ (2) performing, in response to said first signal, at least one step from the group

~~20 4~~ consisting of:

~~21 5~~ (a) selecting a unit or mass medium programming; and

- 16 (b) selecting data and incorporating said selected data in one or more
2.7 control instructions, said one or more control instructions effective
3.8 at one or more receiver stations to data transmitted from said
4.9 transmitter station, store data applicable to said unit of mass
5.0 medium programming, present at one or more output devices said
6.1 unit of mass medium programming and some output information
7.2 content to supplement said unit of mass medium programming,
8.3 input a reaction of a subscriber, generate output information
9.4 content by processing said inputted reaction, and output said
10.5 generated output information content; and
11.6 (3) transmitting one or more second signals containing said unit of mass
12.7 medium programming and said one or more control signals.) next step
Contd
- 13.1 6. A method of processing signals in a network, comprising the steps of:
14.2 (1) receiving a first signal at a transmission station;
15.3 (2) incorporate at least some information in one or more second signals based
16.4 on said first signal, said second signals containing a unit of mass medium programming
17.5 and one or more control instructions which are effective at one or more receiver stations
18 to present said unit of mass medium programming and some supplementary output
19 information content, and output information content based on subscriber reaction to a
20 presentation of at least one of said unit mass medium programming and information to
21 supplement said unit of mass medium programming; and
22.0 (3) transmitting said one or more second signals.

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1 7. A method of processing signals in a network, comprising the steps of:
2 (1) receiving, at a receiver station, one or more signals containing a unit of
3 mass medium programming and one or more control instructions; and
4 (2) processing said one or more signals containing said unit of mass medium
5 programming and one or more control instructions to present said unit of mass medium
6 programming and some supplementary output information content at one or more
7 output devices, and generate information content based on subscriber reaction to a
8 presentation of at least one of said unit of mass medium programming and information
9 to supplement said unit of mass medium programming.

10 8. A method of processing signals in a network, comprising the steps of:
11 (1) receiving a first signal (to be transmitted);
12 (2) receiving an instruct signal which is effective to:
13 (a) effect a transmission station to generate at least some information
14 in one or more second signals based on said first signal, said second signals containing a
15 unit of mass medium programming and one or more control instructions which are
16 effective to enable a receiver station to present said unit of mass medium programming
17 and some supplementary output information content, and output information content
18 based on subscriber reaction to said presentation of at least one of said unit of mass
19 medium programming and said information to supplement said unit of mass medium
20 programming; or
21 (b) effect a receiver station to generate at least some information in one
22 or more second signals based on said first signal, said second signals containing a unit
23 of mass medium programming and one or more control instructions which are effective